

SELLING Points

Lottery Retailer Newsletter | April 2018 Vol. 18, No. 10



sceducationlottery.com

PRIZE MONEY won by Education Lottery players to reinvest in our state's economy.

\$11 billion

160+

MILLIONAIRES created since the games began in the Palmetto State.

\$2.2 MILLION

Collected in debt set off and unpaid child support from lottery winnings as a service to the state (1.7.02 - 6.30.17).

\$4.9 **BILLION**

LOTTERY TRANSFERS to date to support educational programs throughout South Carolina.

1,844,662

SCHOLARSHIPS

and grants awarded academic years 2002-03 through 2016-17.

\$1.2
BILLION

\$116

MILLION

in SC income taxes withheld from lottery winnings.

DOLLARS SPENT on Lottery Tuition Assistance for students attending SC Technical Colleges.

\$680
MILLION

2,000,000

Yearly tickets recycled in Clean\$weep Promotion.

EARNED BY YOU in the form of retailer commissions and incentives—a 7 percent sales commission on each ticket sold and a 1 percent commission for selling a claimed winning ticket worth \$10,000 and above.

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions, call 803-737-4419.

18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

**South Carolina
Education
Lottery®**

P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCSEL POINT OF SALE. This information is included in the piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCSEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Instant game fact sheets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

- Ticket Orders: 1-866-737-7235 (Option 1)
- Stolen/Missing Tickets: 1-866-269-5668
- Intralot Help Desk: 1-877-500-5202
- Customer Information: 1-866-736-9819
- Winning Numbers Line: 1-803-734-4966 (IWON)
- Licensing Information: 1-866-737-7235 (Option 4)
- Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:
www.sceducationlottery.com

Please Play Responsibly!
www.PlayResponsiblySC.com



9 years

IN A ROW Education Lottery sales topped \$1 BILLION.

PRIZE MONEY won by seven Powerball® jackpot winners in South Carolina.

\$974 million

1,350+

SCHOOL BUSES on the roads paid for with lottery proceeds.

Thank you, LOTTERY RETAILERS, for being committed to selling lottery products with a smile in support of education.

\$3.4 Billion

In support of scholarships & grants.

3,800+

FUNDING COMMUNITY programs like county libraries and the Department of Alcohol & Other Drug Abuse Services Gambling Helpline.

51,000+

\$50 MILLION

Active members of the Lottery's Players' Club.



The Education Lottery's a Win for YOU and South Carolina!

These lottery retailers are all smiling because they sold winning tickets. Every ticket YOU sell creates an opportunity that reaches well beyond your store. YOU made the accomplishments in this issue possible. Thank you for all you do for this great state we call home!

Figures current as of February 2018.

SPOTLIGHT

The Leopards

By Tilicia Mitchell & LaKasha Walker, Midlands MSRs

Being a retailer can be extremely demanding, but the owners and staff of **The Leopards** in **Bishopville** make it look as easy as 1-2-3.

For one, Jay, BJ Patel and staff are extremely nice to their customers, lottery and non-lottery alike. In fact, they are on a first name basis with most players and are familiar with the games each prefers. Their positive outlook is infectious and, often times, players leave the store with a smile and a lottery ticket, as a result of absolutely AWESOME customer service.

Second, Jay and BJ are knowledgeable about our games. It's a matter of routine for them to explain how to play and recommend other winning opportunities as well. They ask each customer if they would like a Powerball® or Mega Millions® ticket before they leave. They truly understand the power of asking for the sale.

And thirdly, these wonderful owners are diligent in merchandising our products and taking care of players. They have a unique ticket



dispenser set-up that really accentuates our tickets, making them noticeable the minute you walk in. They take pride in keeping the area designated for players neat and maintained. This lottery area is equipped with an updated jackpot sign, printouts of the Pick 3 and Pick 4 winning numbers and countless winner awareness posters. Jay and BJ have created a home away from home for their players.

Recently, The Leopards had a successful Customer Appreciation Event. Players enjoyed spinning our prize wheel and winning lottery prizes. The owners provided eight micro-waves as second-chance prizes. Well done, Jay and BJ!! You are well on your way to becoming a part of our Million Dollar Sales Club, which Jay explained is their #1 goal.

New Games

Scheduled to launch Tues., April 3:



Scheduled to launch Tues., April 17:



Launch dates and tickets are subject to change. Artwork shown is not necessarily representative of final product.

TICKET Alerts

LAST DAY TO SELL

Wed., April 4: Loaded (#960) & \$250,000 Taxes Paid (#970)
Wed., April 18: Big Money (#978)

LAST DAY TO RETURN

Fri., April 6: Lucky Diamonds (#950) & \$125,000 Bonanza (#959)
Fri., April 13: Platinum Millionaire (#949)
Fri., April 20: Stellar Winnings (#921) & \$125,000 Taxes Paid (#969)
Fri., April 27: AMC The Walking Dead (#948)

LAST DAY TO REDEEM

Tues., April 3: I Love Cash (#945) & Fantastic 5s (#952)
Tues., April 10: 3 Times Lucky (#877)
Tues., April 17: Money Madness (#865), Ca\$h Ba\$h (#932), \$50 in a Flash (#940) & \$200 in a Flash (#942)

- Dates Current as of 2/27/2018.

HOLIDAY CLOSING: Monday, May 28, 2018 - SCFL and our delivery partners will be closed to observe Memorial Day. Tickets ordered on Fri., May 25 will be delivered on Tues., May 29.